



# Call for Entries

Presented by the Sales & Marketing Council (SMC) of the Building Industry Association of Central Ohio, the MAME Awards were created to honor the top achievers in the new home industry. Sales and marketing award winners cross all BIA membership ranks and include Realtors, interior designers, architects, landscapers, suppliers, remodelers, builders and more! In an industry where marketing is becoming increasingly more important, this is the year to recognize the efforts everyone put forth to make 2017 a success!

## ENTRY DATES FOR ALL CATEGORIES

March 9 - April 6, 2018 at 5:00 pm

## HOW TO ENTER

Submit your entry fee online at [www.biahomebuilders.com](http://www.biahomebuilders.com) under MAME awards

## HOW TO SUBMIT YOUR ENTRY MATERIALS

Follow the link in your emailed receipt to set up your awards account.

Confirm your account through the email that is sent to you.

Enter your materials for each award.

Don't forget to click Submit when you are finished.

## 31<sup>ST</sup> ANNUAL MAME GALA

Friday, May 11, 2018 • 6:00 pm

The Hilton Easton

This evening event will feature guest emcee Stacy McKay of Sunny95

## CONTACT

Linda Winrod - (614) 818-1397, [linda@biahomebuilders.com](mailto:linda@biahomebuilders.com)

# Sales & Merchandising Call for Entries

## Sales & Merchandising Entry Guidelines

### **ENTRY REQUIREMENTS:**

- Your company must be a BIA member to enter the MAME Awards.
- Each entrant must submit a separate form.
- Payment must accompany this form.
- SMC members are eligible for a discount on entry fees.
- Submit one photograph of entrant to be used during Awards Gala.

### **COST TO ENTER:**

Entry fees are non-refundable

#### **Sales & Marketing Council (SMC) members**

- \$75 per entry

#### **Non-SMC members**

- \$125 per entry
- Join the Sales & Marketing Council (SMC) for only \$95 to qualify for the SMC rate.

### **REALTOR SALES CITATION**

Volume Based Awards - This is a non-judged category; each entry receives an award.

Sales citations are offered to Realtors who have sold new homes with a total volume beginning at the one million dollar level and increasing in million dollar increments thereafter. If applicant is a Realtor/Builder, at least 50 percent of the sales volume, units or dollar amount must be for a builder's product other than the applicant's own.

#### **1. Realtor Sales Citation**

##### **Qualifications:**

Candidate must be a Realtor and have sold new homes (either single or attached) in the central Ohio area. Transactions must be sales which were closed in the 2017 calendar year.

##### **Exhibits Required:**

Typed list validated (signed) by employer or builders, to include the following information: Addresses of each new home sold, builder(s) of home(s), sales price(s) of home(s), total number of homes sold and total dollar volume of all homes sold.

### **BUILDER SALES CITATIONS**

Volume Based Awards - This is a non-judged category; each entry receives an award.

Sales citations are offered to Builder Sales Reps who have sold new homes with a total volume beginning at the one million dollar level and increasing in million dollar increments thereafter. These citations are grouped according to the number of company units built per year (as described below).

- 2. Builder Sales Reps for companies building up to 99 homes per year**
- 3. Builder Sales Reps for companies building from 100 to 249 homes per year**
- 4. Builder Sales Reps for companies building 250 or more homes per year**

##### **Qualifications:**

Candidate must be employed by a Builder, not a Realtor, whose primary function is selling either single or attached new homes. The candidate must not be a principal of the company. Transactions must be sales which closed in the 2017 calendar year in the central Ohio area.

##### **Exhibits Required:**

Typed list validated (signed) by employer or builder, to include the following information: Address of each new home sold, builder(s) of home(s), sales price(s) of home(s), total number of homes sold and total dollar volume of all homes sold.

**MAME LEADERSHIP AWARD****5. MAME Leadership Award****Qualifications:**

Candidate must be employed by a Builder, not a Realtor, whose primary function is selling new or pre-existing homes in the central Ohio area.

**Judging Criteria:**

Individual approach to selling, sales performance and involvement in their company, industry and community.

**Exhibits Required:**

- Must also enter category 2, 3 or 4
- A statement of 250 words or less outlining results of individual achievement documents, signed by employer or supervisor, that addresses the following: How long have you been selling new homes? What do you like best about your job? Do you have other duties within your company in addition to selling? Describe your industry involvement (real estate or building association involvement, including education). Are you involved in your community? Describe some of your community involvement efforts.

**ONLINE SALES****6. Online Sales Counselor****Qualifications:**

Candidates primary function is that of Online Sales Counselor but they may have other duties for 2017.

**Judging Criteria:**

Individual approach to selling online, ability to overcome obstacles and sales performance, as well as involvement in the industry.

**Exhibits Required:**

A statement of 250 words or less outlining number of leads managed, appointments set from leads and sales that resulted from an appointment. Please include the overall conversion percentage for the following: Leads to appointments, appointments set to appointments kept, appointments kept to sale and the percentage of "OSC" appointments in relation to all sales for the company. (For example – if 50 sales were originated by the OSC, and company sales were 200, the resulting number would be 25%) You may also include any Online Sales Report that shows these results. Please answer the following questions: To what do you attribute your success in Online New Home Sales? Why do you believe you are worthy of winning this award?

**GOLDEN HAMMER AWARD****7. Golden Hammer Award****Qualifications:**

Candidate is to be nominated by a Sales Representative and must be a builder, job site supervisor, project manager or superintendent whose favorable response to and accommodation of the sales and marketing process significantly contributes to the sales representative's efforts.

**Judging Criteria:**

Individual approach to service.

**Exhibits Required:**

A statement of 250 words or less explaining how candidate qualifies for this award including examples of their outstanding service.

**NEW HOME LOAN ORIGINATOR**

Volume Based Awards - This is a non-judged category; each entry receives an award.

**8. New Home Loan Originator****Qualifications:**

Candidate must be employed by a BIA associate member and originating new home loans. Transactions must be new home loans that closed during the 2017 calendar year. New home sales volume may not be duplicated.

**Exhibits Required:**

Typed list validated (signed) by employer or builder, to include the following information: Address of each new home sold, builder(s) of home(s), sales price(s) of home(s), total number of homes sold and total dollar volume of all homes sold.

**NEW HOME TITLE REPRESENTATIVE**

Volume Based Awards - This is a non-judged category; each entry receives an award.

**9. New Home Title Representative****Qualifications:**

Candidate must be employed by a BIA associate member title company and coordinate closings. Transactions must be new home title orders that closed during the 2017 calendar year. New home sales volume may not be duplicated.

**Exhibits Required:**

Typed list validated (signed) by employer or builder, to include the following information: Address of each new home sold, builder(s) of home(s), sales price(s) of home(s), total number of homes sold and total dollar volume of all homes sold.

**ROOKIE OF THE YEAR**

**10. Builder Rookie of the Year for a company building up to 99 homes per year**

**11. Builder Rookie of the Year for a company building 100 to 249 homes per year**

**12. Builder Rookie of the Year for a company building 250 or more homes per year**

**13. Realtor Rookie of the Year**

**14. New Home Loan Originator Rookie of the Year**

**15. New Home Title Representative Rookie of the Year**

**Qualifications:**

Candidate's primary function is selling new homes, originating new home loans or coordinating closings in the central Ohio area. Candidate's first full year is prior to June 1, 2017.

**Judging Criteria:**

Individual approach to selling, ability to overcome obstacles and sales performance, as well as involvement in the industry.

**Exhibits Required:**

- A statement of 250 words or less outlining results of individual achievement documents, signed by employer or supervisor, that addresses the following: How long have you been selling new homes? What do you like best about your job? What is your job description? Do you have other duties within your company in addition to selling? What do you consider your major accomplishment in 2017?
- Include a typed list with the builder name(s), addresses of properties sold, sales price(s), total number of sales and total sales price of all home sales.

# Marketing & Advertising Call for Entries

## General Marketing & Advertising Entry Guidelines

Many entries are broken into two awards: Builder/Remodeler and Associate/Realtor. This is determined by the type of business you are, rather than who you designed the materials for. For example, if you are a Realtor and you designed an ad, website or brochure for a Builder client, your entry will still be competing for the Associate/Realtor award in those entries.

Entries must have been designed by, or for, the company submitting.

Entries must have been designed or in use during the year 2017.

Items submitted for previous MAME award's may be entered, provided they were in use during the year 2017 and the entry reflects the materials/entry as used during the year 2017.

Entries submitted must accurately reflect their use in the year 2017. For example, if photographs for Interior Merchandising entries are taken before January 1, 2017 or after December 31, 2017, they must show the home the way it was decorated and merchandised during the year 2017. Photographs showing marketing/merchandising elements that were added/ deleted/changed before or after 2017 are not eligible.

Entries must relate to the homebuilding industry and its products. For example, an Associate ad or brochure promoting a product or service used by builders would be eligible. An ad designed by an ad agency to sell bridal gowns would not be eligible. An ad, brochure, website, etc. promoting the Associate Member would be eligible in the appropriate categories.

### **ENTRY REQUIREMENTS:**

---

- Your company must be a BIA member to enter the MAME Awards.
- Each entrant must submit a separate form, each entrant may enter multiple entries.
- In addition to the requirements listed, you must submit a marketing statement of no more than 250 words explaining how your entry meets the judging criteria.
- Submit a company logo with your entry.

### **COST TO ENTER:**

---

Entry fees are non-refundable

#### **Sales & Marketing Council (SMC) members**

- \$100 per entry
- Grand Marketing Award = Free

#### **Non-SMC members**

- \$200 per entry
- Not eligible for the Grand Marketing Award
- Join the Sales & Marketing Council (SMC) for only \$95 to qualify for the SMC rate.

## IDENTITY PROGRAM CATEGORY

### Most Unique Logo Design

1. **Builder/Remodeler**
2. **Associate/Realtor**

#### Judging Criteria:

Entries will be judged on graphic design, creativity, reflection of the corporate, development or product image.

#### Entry Requirements:

- Completed Marketing Statement
- A piece of letterhead, a business card, an envelope or similar piece showing the use of the logo.

### Most Creative Website

3. **Builder/Remodeler**
4. **Associate/Realtor**

#### Judging Criteria:

Entries will be judged on value to prospects, ease of navigating, comprehensiveness of information provided.

#### Entry Requirements:

- Completed Marketing Statement
- Website address

## BROCHURE CATEGORY

### Top Printed Piece

5. **Builder/Remodeler**
6. **Associate/Realtor**

#### Judging Criteria:

Entries will be judged on visual impact to stand out from other printed materials, content, images that reflect message being conveyed, words that convey clear consistent message, clear call to action, easy to find method of contact (phone number, web address, clear map), copy layout, overall design and execution in relaying information about the company and conveying a corporate theme.

#### Entry Requirements:

- Completed Marketing Statement
- One electronic copy of submission

### Best E-Newsletter

7. **Builder/Remodeler**
8. **Associate/Realtor**

#### Judging Criteria:

Entries will be judged on Visual impact to stand out from other newsletters, Content, Images that reflect message being conveyed, Words that convey clear consistent message, Clear call to action, Easy to find method of contact (phone number, web address, clear map), Copy layout, Effective use of color, if applicable, Overall design and execution in relaying information.

#### Entry Requirements:

- Completed Marketing Statement
- One electronic sample of the newsletter.

### Best Magazine

9. **Builder/Remodeler**
10. **Associate/Realtor**

#### Judging Criteria:

Entries will be judged on Visual impact to stand out from other magazines, Content, Images that reflect message being conveyed, Words that convey clear consistent message, Clear call to action, Easy to find method of contact (phone number, web address), Copy layout, Effective use of color, if applicable, Overall design and execution in relaying information.

#### Entry Requirements:

- Completed Marketing Statement
- One electronic sample of the magazine.

## ADVERTISEMENT CATEGORY

### Best Print Ad

11. **Builder/Remodeler**
12. **Associate/Realtor**

#### Judging Criteria:

Entries will be judged on Visual impact to stand out from other ads, Content, Images that reflect message being conveyed, Words that convey clear consistent message, Clear call to action, Easy to find method of contact (phone number, web address, clear map), Copy layout, Overall design and execution in relaying information about the company.

#### Entry Requirements:

- Completed Marketing Statement
- One electronic copy of the ad.

### Exceptional Radio Ad

13. **Builder/Remodeler**
14. **Associate/Realtor**

#### Judging Criteria:

Entries will be judged on Concept, Copy, Presentation, Overall effectiveness.

#### Entry Requirements:

- Completed Marketing Statement
- One mp3 of the ad, not to exceed 60 seconds.

### Most Creative TV Commercial/Video

15. **Builder/Remodeler**
16. **Associate/Realtor**

#### Judging Criteria:

Entries will be judged on Concept, Copy, Presentation, Overall effectiveness.

#### Entry Requirements:

- Completed Marketing Statement
- One mp4 of the ad, not to exceed 60 seconds.

### Best Social Media/ Blog Experience

17. **Builder/Remodeler**
18. **Associate/Realtor**

#### Judging Criteria:

Entries will be judged on Overall continuity, Impact to stand out from other social media/ blog experiences, Content, Showcase level of expertise and advice, Value of information provided, Consistent updated entries/content, Level of engagement between company/blogger and audience.

#### Entry Requirements:

- Completed Marketing Statement
- Social media URLs and/or blog address.

## Exceptional Digital Media Campaign (includes banners, video, rich media, social media, etc.)

### 19. Builder/Remodeler

### 20. Associate/Realtor

#### Judging Criteria:

Entries will be judged on Overall continuity and engagement, Impact to stand out from other digital media efforts, Content, Concept, creativity and overall design, Copy including clear call to action, Layout and execution of all digital media campaign elements, Overall design and execution in relaying consistent message.

#### Entry Requirements:

- Completed Marketing Statement
- One sample of the digital media.

## ADVERTISING CAMPAIGN/ PROMOTION CATEGORY

### Best Realtor Relations Program

### 21. Builder/Remodeler

#### Judging Criteria:

Entries will be judged on Overall continuity and effectiveness, Impact to stand out from other such programs/campaigns, Content, Images/words that reflect message being conveyed, Clear call to action, Easy to find method of contact (phone number, web address, clear map), Overall design and execution in relaying consistent message.

#### Entry Requirements:

- Completed Marketing Statement
- One sample each of all promotional items including ad(s), brochure(s), radio ad, TV ad, images of any billboards and/or samples of any other pieces. (up to ten items)

### Most Successful One Time Event/Special Promotion

### 22. Builder/Remodeler

### 23. Associate/Realtor

#### Judging Criteria:

Entries will be judged on Overall effectiveness, Concept and creativity of the event, Impact of the event to stand out from other such promotions and be memorable, Content, Creative use of theme, Creativity in design and use of materials.

#### Entry Requirements:

- Completed Marketing Statement
- One sample of each element used for the promotion. (up to ten items)

### Best Exhibit Booth/Trade Show Booth

### 24. Associate/Realtor

#### Judging Criteria:

Entries will be judged on Visual impact, Content of booth, Booth layout, Marketing plan ie. follow-up, Overall booth design and message conveyed.

#### Entry Requirements:

- Completed Marketing Statement
- Up to ten photographs of the actual booth.

## SIGN PROGRAM CATEGORY

### Best On-site, Outdoor Marketing

### 25. Builder/Remodeler

### 26. Associate/Realtor

#### Judging Criteria:

Entries will be judged on Overall effectiveness, Concept and creativity, Impact to stand out from other signs, Content, Readability in existing location by consumer traffic, Images/words that reflect message being conveyed, Use of color, Consistency and continuity of design and message.

#### Entry Requirements:

- Completed Marketing Statement
- Up to ten photographs of the actual signs: billboards, directionals, office identification, general informational, etc.

## DEVELOPMENT CATEGORY

### Best Development Marketing Program

### 27. Suburban Development

### 28. Urban Development

#### Judging Criteria:

Entries will be judged on an outstanding housing development in an Urban or Suburban location. Entries will be judged on product and site design, overall marketing effectiveness, and sales success.

#### Entry Requirements:

- Completed Marketing Statement including detailed description of the development/project, length of time to complete, and any obstacles or challenges of the project
- One brochure or marketing piece
- Up to ten photographs to include the following:
  - Two photos of exteriors and interiors and other areas of choice
  - Two photos of community entrance, landscaping and/or signage.



---

**SALES OFFICE & DESIGN  
CENTER CATEGORY**


---

**Exceptional Design Center/Sales  
Office by a Builder/Remodeler**

29. Under 1,000 sq. ft.  
30. Over 1,000 sq. ft.

**Judging Criteria:**

Entries will be judged on Overall effectiveness, Ability to visually communicate essential information to prospective buyers, Effective use and organization of space, Display of options, Reinforcement of product lines, Effectively conveying company theme.

**Entry Requirements:**

- Completed Marketing Statement
- Floorplan of the interior space, listing the square footage and the benefits to the customer.
- Up to ten photographs of the interior space which must include:
  - Exterior view of entrance.
  - View of interior from entrance door.

**Best Showroom by an Associate**

31. Under 1,000 sq. ft.  
32. 1,000 - 3,999 sq. ft.  
33. 4,000 - 9,999 sq. ft.  
34. 10,000 sq. ft. & up

**Judging Criteria:**

Entries will be judged on Overall effectiveness, Ability to visually communicate essential information to prospective buyers, Effective use and organization of space, Effectively conveying/reinforcing product lines, Effectively conveying/reinforcing company image.

**Entry Requirements:**

- Completed Marketing Statement
  - Up to ten photographs showing:
    - Merchandising materials.
    - Overall view of showroom interior from entrance.
    - Exterior view of entrance to showroom.
- 

**LANDSCAPING CATEGORY**


---

**Most Artistic Landscape Project**

35. Project up to \$29,999  
36. Project \$30,000 to \$59,999  
37. Project \$60,000 & up

**Judging Criteria:**

Entries will be judged on Overall effectiveness, Overall landscape design, Use of materials/features appropriate for target market, such as: Waterscapes, Outdoor amenities, Patio areas.

**Entry Requirements:**

- Completed Marketing Statement
- Up to ten photographs showing landscape as it relates to the project and as it appeared in 2017.

**Best Outdoor Living Space**

38. Project up to \$29,999  
39. Project \$30,000 to \$59,999  
40. Project \$60,000 & up  
41. Neighborhood

**Judging Criteria:**

Entry will be judged on concept, creativity, impact of furniture and accessories.

**Entry Requirements:**

- Completed Marketing Statement
  - Up to ten photographs that showcase the living space.
- 

**INTERIOR MERCHANDISING  
CATEGORY**


---

**Best Single Family Model/New Home  
Interior Merchandising by a Builder**

42. New Home up to \$249,999  
43. New Home \$250,000 to \$499,999  
44. New Home \$500,000 & up

**Judging Criteria:**

Entries will be judged on Effective use of color, texture, material, interior space, furniture, accessories, and window and wall treatments, Overall appeal to target market.

**Entry Requirements:**

- Completed Marketing Statement
- Up to ten photographs of the merchandising elements as they appeared in 2017, including: Living area. Master bedroom. Foyer. Kitchen.
- One copy of floorplan of home

**Best Interior Design Project**

45. Project up to \$49,999  
46. Project \$50,000 to \$149,999  
47. Project \$150,000 & up

**Judging Criteria:**

Entry should be one room (i.e. Living Area, Kitchen, Master Suite) unless it is a connected space.

Entries will be judged on Effective use of color, texture, material, interior space, furniture, accessories, and window and wall treatments, Overall appeal to target market.

**Entry Requirements:**

- Completed Marketing Statement
  - Up to ten photographs of the project as it appeared in 2017.
  - One copy of floorplan of area
-

## ARCHITECTURAL DESIGN CATEGORY

### Best New Home Design by a Builder

48. New Home up to \$249,999  
49. New Home \$250,000 to \$499,999  
50. New Home \$500,000 & up

#### Judging Criteria:

Entries will be judged on Overall exterior/interior design, Efficiency/functionality of plan, Site solution as it relates to the target market.

#### Entry Requirements:

- Completed Marketing Statement
- Up to ten photographs, including: One (1) front exterior. Three (3) interior of your choice.
- One copy of floorplan of home.

### Best New Remodel Design by a Remodeler

51. New Remodel up to \$249,999  
52. New Remodel \$250,000 to \$499,999  
53. New Remodel \$500,000 & up

#### Judging Criteria:

Entries will be judged on Overall exterior/interior design, Efficiency/functionality of plan, Site solution as it relates to the target market.

#### Entry Requirements:

- Completed Marketing Statement
- Up to ten photographs, including: One (1) front exterior. Three (3) interior of your choice.
- One copy of floorplan of home.

### Best New Home Design by an Associate

54. New Home up to \$249,999  
55. New Home \$250,000 to \$499,999  
56. New Home \$500,000 & up

#### Judging Criteria:

Entries will be judged on Overall exterior/interior design, Efficiency/functionality of plan, Site solution as it relates to the target market.

#### Entry Requirements:

- Completed Marketing Statement
- Up to ten photographs, including: One (1) front exterior. Three (3) interior of your choice.
- One copy of floorplan of home.

## LEADERSHIP CATEGORY

### Marketing Director of the Year

57. Builder/Remodeler  
58. Associate/Realtor

#### Qualifications:

Candidate must have been responsible for the following in 2017:

- Marketing research and direction.
- Merchandising and advertising activities.

#### Judging Criteria:

- Professional and innovative approach to development of marketing plans.
- Solutions to marketing problems/obstacles.
- Performance/achievement in reaching goals.
- Involvement in the Building Industry Association of Central Ohio (BIA) and the BIA's Sales & Marketing Council (SMC).

#### Entry Requirements:

- Personal statement of no more than 500 words, addressing the following:
  - How the candidate meets the above listed qualifications and judging criteria.
  - Results of individual achievement, particularly during 2017.
  - Personal philosophy.
  - Participation in the local SMC and BIA, particularly during 2017.

### Sales Manager of the Year

59. Builder/Remodeler  
60. Associate/Realtor

#### Qualifications:

Candidate must have been responsible for management of at least two (2) sales people other than self in 2017.

#### Judging Criteria:

- Quality and innovation of sales training programs.
- Success in overcoming obstacles.
- Sales performance results.
- Involvement in the Building Industry Association of Central Ohio (BIA) and the BIA's Sales & Marketing Council (SMC).

#### Entry Requirements:

- Personal statement of no more than 500 words, addressing the following:
  - How the candidate meets the above listed qualifications and judging criteria.
  - Results of individual achievement, particularly during 2017.
  - Personal philosophy.
  - Participation in the local SMC and BIA, particularly during 2017.

## Legacy Award

61. Builder/Remodeler  
62. Associate/Realtor

#### Qualifications:

Candidate must have been active in the building industry for 20 years.

#### Judging Criteria:

- Professional and innovative approach to the industry.
- Being an industry leader.
- Performance/achievement in reaching goals.
- Involvement in the Building Industry Association of Central Ohio (BIA) and the BIA's Sales & Marketing Council (SMC).

#### Entry Requirements:

- Personal statement of no more than 500 words, addressing the following:
  - How the candidate meets the above listed qualifications and judging criteria.
  - Results of individual achievement over the past 20 years.
  - Personal philosophy.
  - Participation in the local SMC and BIA.

## GRAND MARKETING AWARDS

There is no charge to enter the Grand Marketing Awards

63. Builder/Remodeler (Must enter at least 4 categories)

64. Associate/Realtor (Must enter at least 4 categories)

#### Judging Criteria:

For each entrant, the points for their top entry from each of 4 different categories will be totaled.

The award will go to the Builder/Remodeler and Associate/Realtor member with the highest points. In the event of a tie, the points for entries beyond the required 4 entries will be considered.

#### Entry Requirements:

Entrant must have submitted entries in at least 4 (four) different categories from among the following:

- Identity Program
- Brochure
- Advertisement
- Advertising Campaign/Promotion
- Sign Program
- Development
- Sales Office & Design Center
- Landscaping
- Interior Merchandising
- Architectural Design

In order to be considered, entrant must have selected the Grand Marketing Award category on the entry form.